

OUR PROJECTS – ENG

For 2021 Cermac has designed a Promotional Project called **DIGITAL AGRO: collective project to promote the Cermac Group on the international markets** which aims at

- ✓ Monitoring the group's presence on the international markets
- ✓ Enhancement of the group's role as a representative of the complete supply chain of the fruit and vegetable sector pre- and post- harvest
- ✓ Strengthening the role of Cermac as a forerunner in emerging and developing markets
- ✓ Interception and strengthening of new foreign contacts and creation of profitable collaborations.

The planned activities are divided into a rich promotional path which is focused on the various areas of intervention such as **Europe** (focus on Spain), **CIS countries** (focus on Uzbekistan, Kazakhstan and Ukraine), **South America** (focus on Chile and Argentina) and **United Arab Emirates** and which provides for the following actions:

PROMO AGRO: Promotion of the innovative solutions for the agrobusiness by Cermac group online and offline:

- ✓ Participation in Macfrut, Rimini (7-9 September 2021)
- ✓ Participation in Fruit Attraction, Madrid (5-7 October 2021)
- ✓ Promotional material in foreign language, banner and Cermac videos
- ✓ Digital marketing
- ✓ Update of the Cermac website and promotional campaigns online
- ✓ Participation in digital events and digital B2B meetings

AGROBUSINESS: Promotion of the technology by Cermac group and scouting of business opportunities in CIS, South America and in the UAE

- ✓ Participation in Agrotech Expo, Tashkent, Uzbekistan (28-30 June 2021),
- ✓ Participation in Kazagro Kazfarm, Nur-Sultan, Kazakhstan (20-22 October 2021),
- ✓ Participation in Yugagro, Krasnodar, Russian Federation (23-26 November 2021),
- ✓ Participation in Agrame, Dubai, EAU (8-9 December 2021)

The value of the project amounts to € 263.635,00 with a total financial support of € 131.817,50.

